

CLAIMS

What is claimed is:

1. An interactive 2-way transfer multimedia messaging service method comprising:
 - a user sends a multimedia message;
 - 5 a multimedia messaging service center receives the multimedia message and sends the multimedia message to a multimedia messaging service dispatcher; the multimedia messaging service dispatcher obtains an address of a service provider according to the multimedia message, contacts the service provider, and obtains multimedia content from the service provider; and
 - 10 a common service platform transforms the multimedia content into a multimedia message reply and sends the reply to the user via the multimedia messaging service center.
2. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the steps are repeated continuously until the user stops sending multimedia messages.
- 15 3. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the user uses a mobile phone to send the multimedia message.
4. The interactive 2-way transfer multimedia messaging service method of claim 1, 20 whereby the multimedia message sent by the user comprises a sender's address and a service code.
5. The interactive 2-way transfer multimedia messaging service method of claim 4, 25 whereby the multimedia messaging service center obtains the session and service information according to the service code.

6. The interactive 2-way transfer multimedia messaging service method of claim 5, whereby the multimedia messaging service center comprises a database with a reference list of designated sessions and services.

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7. The interactive 2-way transfer multimedia messaging service method of claim 5, whereby the multimedia messaging service dispatcher obtains the designated URL according to the multimedia message containing the session and service sent by the multimedia messaging service center and then connects to the designated service provider.

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8. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the multimedia messaging service dispatcher uses HTTP to connect to the service provider.

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9. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the multimedia messaging service dispatcher uses XML to connect to the service provider.

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10. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the common service platform sends a multimedia message reply comprising a sender's address and the multimedia content to the user via the multimedia messaging service center.

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11. The interactive 2-way transfer multimedia messaging service method of claim 1, whereby the common service platform and the service provider use HTTP to transmit

information.

12. The interactive 2-way transfer multimedia messaging service method of claim 1,
whereby the common service platform and the service provider use XML to transmit
5 information.